CURRICULUM REDESIGN COMMUNICATIONS

AUDIENCE ANALYSIS

AUDIENCE	DESIRED BEHAVIOR	CURRENT MINDSET/BARRIERS	WHERE THEY GET INFORMATION	POSSIBLE TACTICS
President, Provost	Trust us. Highlight this work.	Budgets are tight and shrinking—we must do more with less.	Jamie's regular meetings Faculty Council Key staff (Harrison's office)	○ Hillary presents at Faculty Council. ● Provide updates to Harrison's office for President's reports and communications. ~~Provide content for bimonthly P2021 updates.~~
College leadership	Champion this.	Research is the first priority. Budgets are tight and shrinking. Positive media attention and significant donations are helpful.	Deans Council meetings monthly (Dave Wolcott coordinates)	Jamie and Hillary present at Deans Council. Leslie reaches out to College Communications and Development leads to discuss highlighting work in college channels (for those in which we have partner departments) Provost's Office highlights success stories.
Department chairs	Sign on. Empower your faculty to do this.	Research is the first priority. Generating credit hours is the second.	Deans Janet Dukerich's monthly lunches (Del Watson coordinates)	Jamie and Hillary present at a monthly lunch. Hillary meet with remaining chairs of 250+ grads, as prioritized with Sejal. Colleges highlight local success stories.
Influential and passionate faculty Less-engaged faculty	Think about your courses in the context of students' entire experience. Work with and talk to your colleagues. Participate in or advocate for curriculum redesign. Demonstrate interest. Keep an open mind.	More is being asked with little reward. Incentives for improving graduation rates and educational quality are minimal and unclear. Leadership sends conflicting signals.	Chairs Colleagues Networks like the PTFs, ADT, Bridging Barriers General Faculty listservs	Publish opt-out monthly newsletter with CR stories and tips. Develop useful content for FIC website; point to it in newsletter and on social media. Hillary presents at ADT lunch, PTF meeting, pop-up institutes, and other faculty venues as relevant. Weave this content into any of our bigger faculty-facing events. Offer anecdotes to the Daily Texan about student experiences.
Key admin offices	Help find solutions. Be flexible.	We don't make the rules; we just implement them. We want our work to be recognized and reach a wider audiences.	All-Staff listservs CR meeting/working groups	Invite key offices to subscribe to CR monthly newsletter that goes to faculty. Monthly lunch or happy hour to get to know each other and share our CR-relevant work.

KEY MESSAGES

1. This matters for students. The status quo is not acceptable.
2. Departments, Centers, and collaborative networks are experimenting with bold program redesigns all over campus. Project 2021/FIC is a change agent.
3. Obstacles are surmountable. Problems have solutions.
4. (implicit) There's something in this for you. Engaging in this work is a path for personal glory and success.

CHANNELS

- Websites (FIC, Provost's, UT News)
- Social media (Twitter, Instagram, facebook—start with FIC and hope for retweets/shares)
- Press (Daily Texan, Statesman, Chronicle)
- Key influential staff
- Existing meetings and networks

CONTENT

Stories (e.g. a department team making significant changes, like our annual report features)

- CR process study results
- Regular reports from FIC department coordinators
- Pull anecdotes from RAM alumni surveys
- Conversations with leaders of college-level efforts (TIDES in CNS, CLASP report coordinators in COLA)
- Senate of College Councils or undergraduate advisors help us identify students who can share their personal experiences navigating the system

Explainers (specific problems and possible solutions)

- Write-ups of our conclusions on various policies, framed around pain points
- Our one-pages on teamwork, divergent thinking, etc
- Summary content on our web re: experiential learning, other CR-relevant topics

Profiles (faculty and staff doing cool stuff)

- Our "internal PD" visitors
- CAT leaders or members with particular expertise
- Leaders of related efforts (QEP, Student Success Initiatives, etc.)